



September 5, 2008

Nursing Home Quality Improvement Campaign Announces Progress on Clinical Goals ***National goal to minimize use of restraints is met***

The Advancing Excellence in America's Nursing Homes campaign announced that there has been progress in reducing the prevalence of pressure ulcers in nursing homes, reducing use of physical restraints, managing pain for long-term nursing home residents, and managing pain for short stay, post-acute nursing home residents during the one-and-a-half-year period since the campaign was launched in September 2006.

Advancing Excellence is an unprecedented coalition-based campaign to improve and measure quality of life for residents and staff in America's nursing homes. The campaign has identified four clinical quality goals and four organizational improvement goals.

Following are the progress results for the campaign's four clinical quality goals.

See graph for Goal 1, Objective A

Goal 1: Reducing high-risk pressure ulcers.

Objective A: The national average for high-risk pressure ulcers will be below 10% by September 2008.

Results: The prevalence of high-risk pressure ulcers decreased slightly from September 2005 through March 2008, including the 18 months after the Advancing Excellence campaign was launched.

See graph for Goal 2, Objective A

Goal 2: Reducing the use of daily physical restraints.

Objective A: The national average for physical restraints will be at or below 5% by September 2008.

Results: The use of restraints in nursing homes decreased from September 2005 through March 2008, including the 18 months after the Advancing Excellence campaign was launched. As of December 2007, the campaign's objective for average use of restraints was met and it continues to improve. The campaign has also met its objective for the percentage of nursing homes with low use of restraints.

See graph for Goal 3, Objective A

Goal 3: Improving pain management for long-term nursing home residents.

Objective A: The national average for chronic pain will be at or below 4% by September 2008.

Results: Moderate or severe pain among people who live in nursing homes longer than 90 days decreased from September 2005 through March 2008, including the 18 months after the Advancing Excellence campaign was launched. The campaign's national objective to improve pain management for long-term nursing home residents is very close to being met. The campaign has met its goal its goal for the percentage of nursing homes with lower rates of pain for long-stay residents.

See graph for Goal 4, Objective A

Goal 4: Improving pain management for short stay, post-acute nursing home residents.

Objective A: The national average for post acute care pain will be at or below 15% by September 2008.

Results: Moderate to severe pain among people who come to nursing homes after staying in the hospital decreased gradually from September 2005 through March 2008, including the last three quarters that encompass the time since the Advancing Excellence campaign was launched.

Further analysis of Advancing Excellence in Nursing Home registrants shows that in their quest for quality, nursing homes are registering for the Advancing Excellence campaign and selecting goals in areas in which there is more need to improve.

Nearly 45% of nursing homes in the nation have registered for the campaign. Preliminary results show:

- Nursing homes that register for the campaign are making faster improvement toward clinical goals than homes that don't register.
- Nursing homes that register for the campaign and select a particular clinical goal improve faster on that goal than homes that do not select that goal.
- Nursing homes that not only select a goal, but also target how much they aim to improve, improve faster than homes that do not set targets.

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About the Advancing Excellence Campaign

Advancing Excellence in America's Nursing Homes is a coalition-based campaign that launched in September 2006. The campaign is reinvigorating efforts to improve the quality of care and quality of life for those living or recuperating in America's nursing homes.

The campaign's unprecedented coalition includes long-term care providers, nurses, caregivers, medical and quality improvement experts, government agencies, consumers and others. Together, we are building on the success Quality First, the Nursing Home Quality Initiative (NHQI), the culture change movement, and other quality initiatives.

Learn more about the campaign and its goals at www.nhqualitycampaign.org.

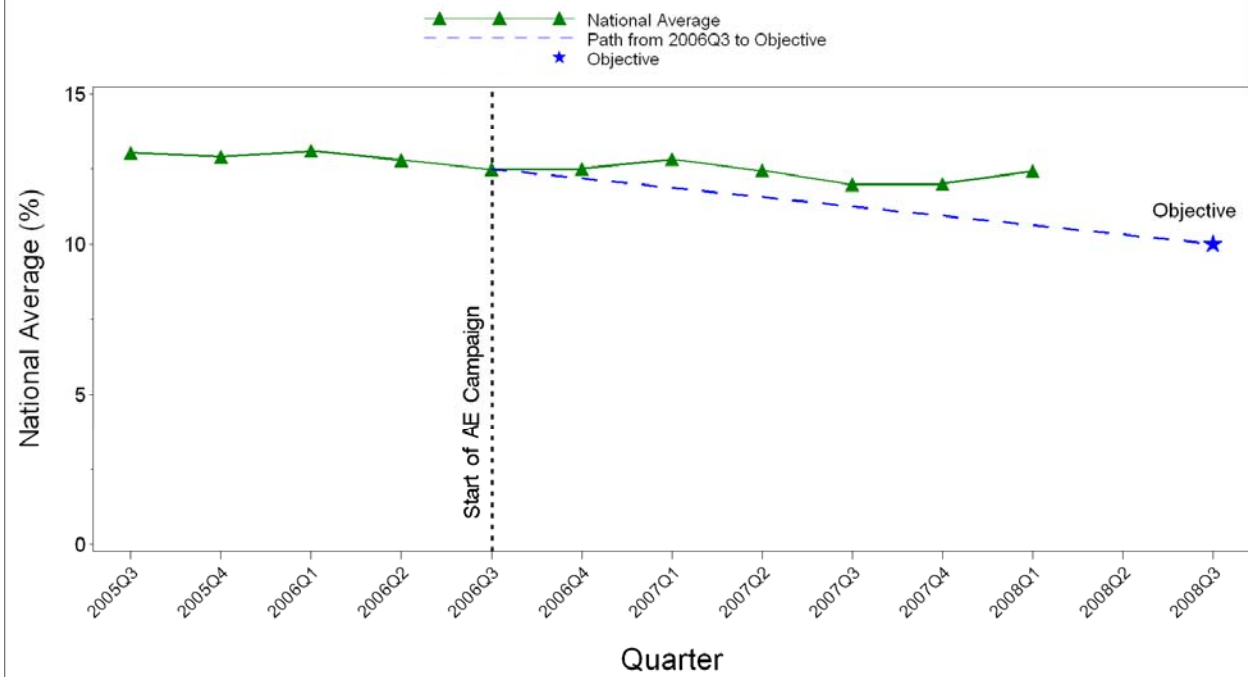
See attached graphs.

Advancing Excellence in America's Nursing Homes

Goal 1: Nursing home residents receive appropriate care to prevent and minimize pressure ulcers
This graph compares all nursing homes in the United States to this objective for this campaign goal.

Objective A: By September 2008:

The national average for high risk pressure ulcers is below 10%.



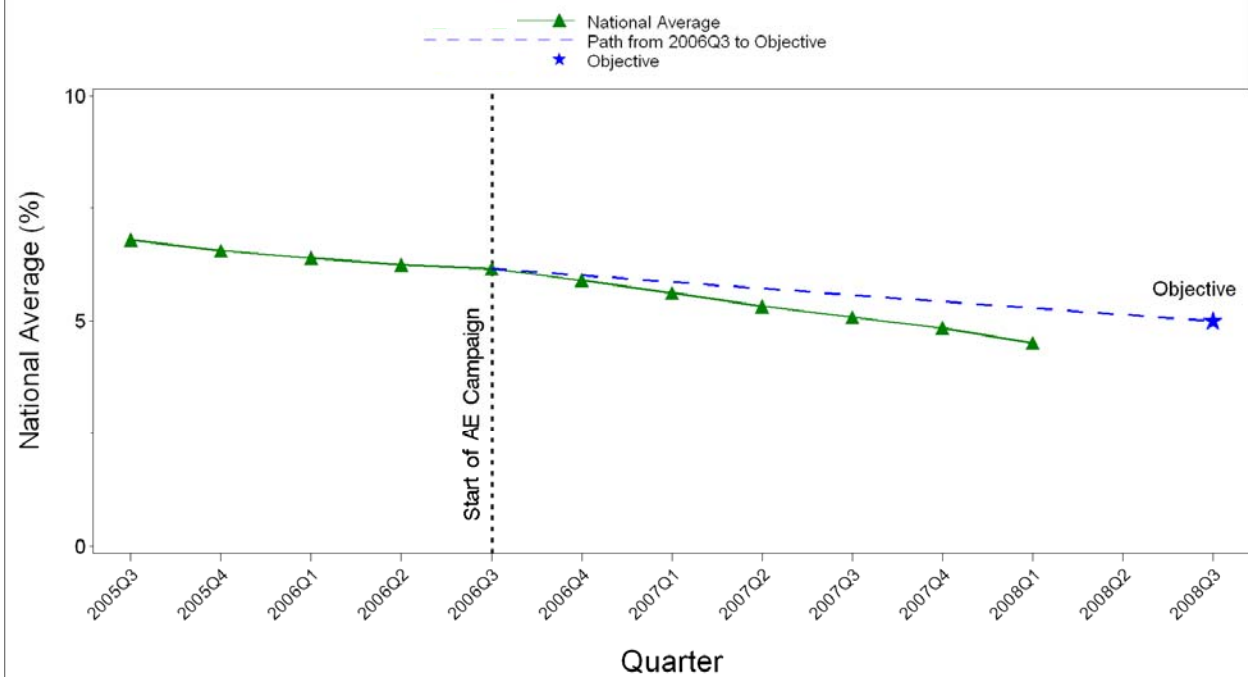
Updated: August 14, 2008

Advancing Excellence in America's Nursing Homes

Goal 2: Nursing home residents are independent to the best of their ability and rarely experience daily physical restraints
This graph compares all nursing homes in the United States to this objective for this campaign goal.

Objective A: By September 2008:

The national average for physical restraints will be at or below 5%.



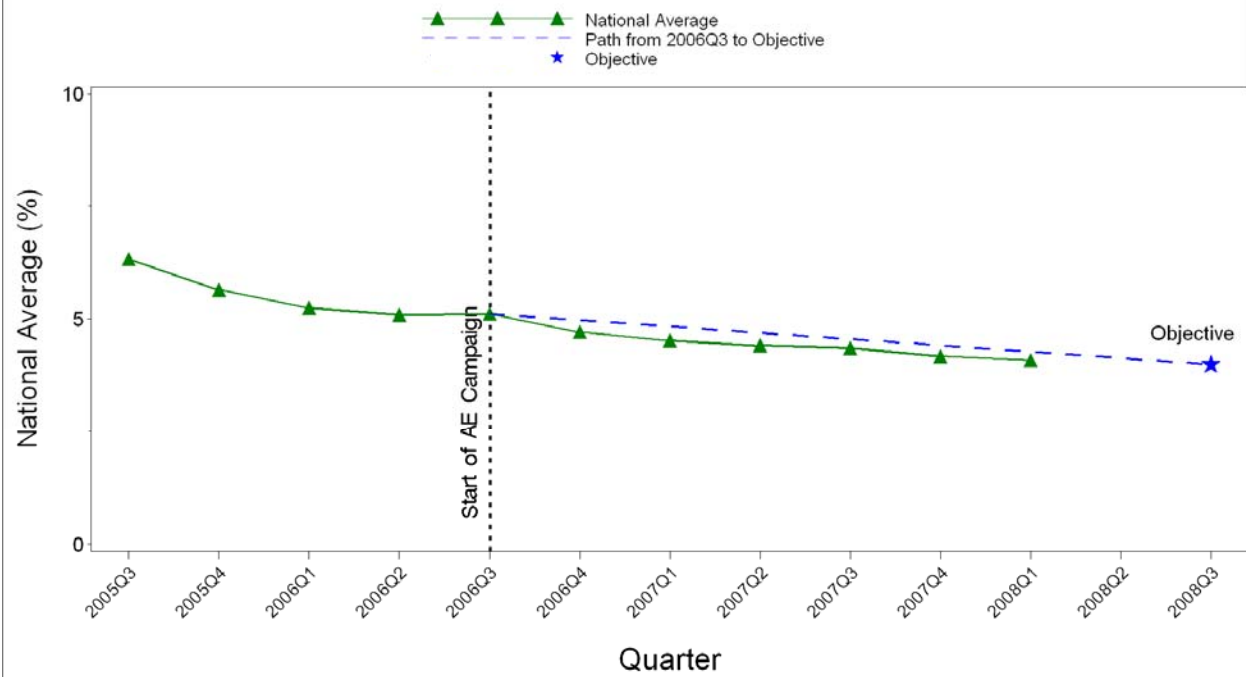
Updated: August 14, 2008

Advancing Excellence in America's Nursing Homes

Goal 3: Nursing home residents who live in a nursing home longer than 90 days infrequently experience moderate or severe pain
This graph compares all nursing homes in the United States to this objective for this campaign goal.

Objective A: By September 2008:

The national average for chronic care pain will be at or below 4%.



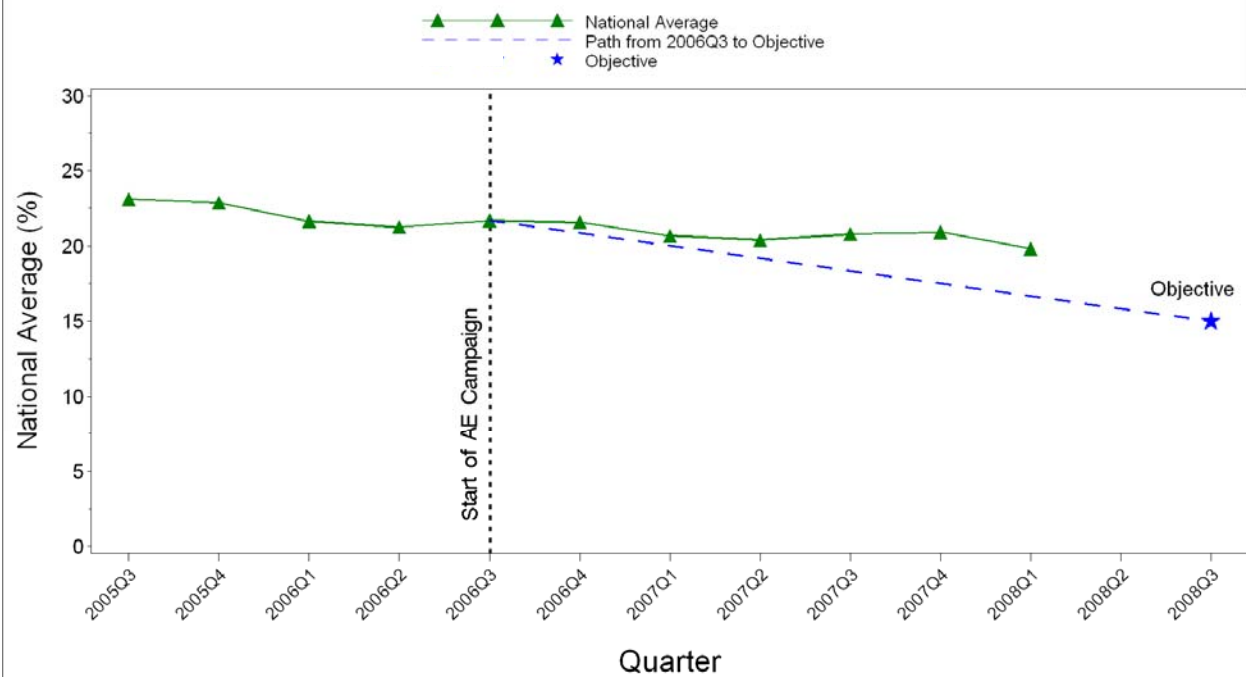
Updated: August 14, 2008

Advancing Excellence in America's Nursing Homes

Goal 4: People who come to Nursing Homes after staying in the hospital only sometimes experience moderate to severe pain
This graph compares all nursing homes in the United States to this objective for this campaign goal.

Objective A: By September 2008:

The national average for post acute care pain will be at or below 15%.



Updated: August 14, 2008